

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

June  
15<sup>TH</sup>



DEANE

10¢

In This Issue: Holiday Snapshot Album — Seeing Canada First

THIS SEASON

# BANFF

summer social centre  
of the Canadian Rockies

Here, in a hotel carved by the  
mountain beams, which bound  
the courts, lay by an exquisite  
landscape, guests delighted by Stanley  
Thompson.

Here, summer is the gala season.  
Here, the nights are just cool enough to  
make dancing in the great ballroom a  
delicious delight.

Here, the long sunny days are still too  
short for all that must be seen and done.  
Start the day with a plunge in the superb  
outdoor pool, then a dip in the lovely  
pool beside the lake. Golf, ride,  
hike or stroll. There are endless forests,  
quartz and granite, good trails and  
water runs.

Play tennis on the six best clay courts.  
Tie on the tennis with an million-dollar  
view. Enjoy the sunset at Banff Springs  
Hotel. Last evening is only forty miles  
from the coast.

RINCE OF WALES TROPHY  
GOLF TOURNAMENT  
AUGUST 15-19

INDIAN DAYS—JULY 29-31  
OFFICIAL TRAIL RIDES—  
JULY-AUGUST

HIGHLAND GATHERING  
AUGUST 28-SEPTEMBER 1  
LIGHT OPERA COMPANY  
WILL WAGNER

TWO PLAYS A WEEK  
JULY and AUGUST



Opening May 15, Banff Springs Hotel offers special monthly rates  
for longer term or resident guests. Daily rates, May, June and  
September, European plan, single with bath \$9.00 up, double  
\$14.00 up. In July and August, single with bath \$10.00 up,  
double \$16.00 up. For reservations, rates, information, write  
Banff Springs Hotel, Alta., Canada, or any Canadian Pacific Office.

CANADIAN PACIFIC

## The things that count in a Motor Car --as You and Your Neighbor Proved Them



### Advantages That Challenge

It is a Big Roomy Essex-Challenger  
with doors and wider seat afford  
additional comfort for passengers.

It is a Modern Essex—designed in  
the rugged of 1930 (Design is standard  
in bodies, fenders, both sides and body  
pillars, repeated in interior ap-  
pointments).

It is a Low, Bulk Essex—a double-  
drop frame leaves body height with  
brilliant, unobstructed and road  
clearance increased.

It is a Comforted Essex—You may  
have your choice of colors at an  
extra cost.

It is a Complete Essex—delivered  
in the full price car.

A double-acting hydraulic shock-  
absorbers.

Electrically controlled rubber  
shocks.

Starter, electric clock, emergency  
alarm to reduce fuel charges on start.

THE New Essex Challenger's  
records are great in national and  
world fame. Yet their real greatness  
is that they were made right in your  
community.

Your neighbors—perhaps you your-  
self participated, either as an onlooker  
or in the actual tests, when 5000  
Essex cars, in every part of the coun-  
try, set brilliant new marks for speed,  
fast get-away, hill-  
climbing, reliability  
and economy that are  
the talk of motordom.



the new  
**ESSEX**  
Challenger

So these extraordinary proofs speak  
for what any New Essex Challenger  
can do. If you have not already rid-  
den, we invite you to examine and  
drive the Challenger.

In looks, in action, its appeal is in-  
stantaneous. To those who have  
owned cars around this price it is a  
revelation. It gives a new sense of  
stability and power. It holds a charm  
of appearance, and riding ease with a  
pride of ownership that comes only  
with surpassing performance.

That is why owners express elation  
in the comparison of their cars with  
the fine, costly cars of noted per-  
formance ability. It is why, with al-  
most one voice, they call the New  
Essex Challenger the greater dollar-  
for-dollar value ever offered.























1. Beacon Falls, New Brunswick.  
By Miss M. J. Stevens, Guelph, N.B.
2. View on Western River, Prince Edward Island.  
By G. A. Owen, Charlottetown, N.B.
3. The Banks, Bayview Cove, New Brunswick.  
By Richard W. Robinson, Toronto, Ont.



4. Head of St. Margaret's Bay, Halifax County, N.S.  
By Kathleen and Gus, Bedford, N.S.
5. Bay of Fundy, New Brunswick.  
By Walter J. Smith, Guelph, N.B.
6. "There after the storm" - Bay of Fundy, New Brunswick.  
By W. H. Davidson, Moncton, N.B.
7. Looking on Halifax Harbor.  
By Miss Margaret A. W. Davidson, Halifax, N.S.
8. Prince George Harbor, New Brunswick.  
By Miss J. C. Friesen, Guelph, N.B.



9. Hole Road on Highway, New Brunswick.  
By Walter J. Smith, Guelph, N.B.
10. Green Cove, Prince Edward Island.  
By Miss M. J. Stevens, Guelph, N.B.
11. Green Cove, Prince Edward Island.  
By Miss M. J. Stevens, Guelph, N.B.



12. The Fundy River, New Brunswick.  
By Walter J. Smith, Guelph, N.B.
13. Fundy River, New Brunswick.  
By W. H. Davidson, Moncton, N.B.
14. Fundy River, New Brunswick.  
By Walter J. Smith, Guelph, N.B.
15. Fundy River, New Brunswick.  
By Walter J. Smith, Guelph, N.B.
16. Fundy River, New Brunswick.  
By Walter J. Smith, Guelph, N.B.





## Stubborn skin troubles *yield to yeast*

## SAYS SPAIN'S FOREMOST SKIN SPECIALIST



**M**ORE than a hundred important medical articles and books have come from the pen of Dr. Joel Sanchez-Covian, Honorary President of the Academy of Dermatology of Spain! He says:

\* Skin diseases which before were treated locally are today treated from within, with curable and more successful results.

\*Fruit and herbs are nearly always accompanied by mushrooms. Fresh yeast dissolves structural perfection and is of great aid in treating infectious cases of these skin affections.

\*When crushed, yeast contains the 'hardened' vitamin D, which has an astringent action on hardened bones and teeth."

For health that brings true beauty, try 3-alkes Daily or Fleischmann's Yeast. Each cake is rich in two precious vitamins—B and D. At grocers', restaurants, drug stores, and health stores. Available on label.



*"My physician advised  
me to eat fresh yeast"*

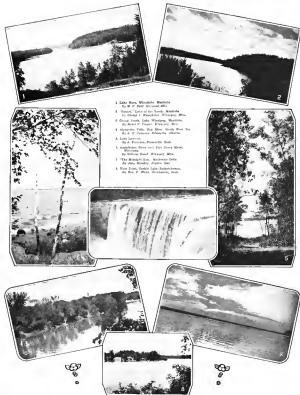


## Leaves Show Damage: Excavation Traps

**Dr. ALBERT HANSEN**, neurologist, of York (a letter from hospital says, "Fresh exam will keep the situation even in the presence of a rapid diagnosis and check the doc.")

[illegible]

**Reference:** *Test 2*, pp. 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 84



- 1 Lake Simcoe, Woodville, Ontario  
By W. C. Ross, Woodville, Ont.
- 2 "Sawtooth" Lake of the North, Woodville  
By George J. Woodville, Woodville, Ont.
- 3 Great South Lake, Woodville, Ontario  
By Robert J. Woodville, Woodville, Ont.
- 4 Alexander Falls, Bow River, Woodville, Ont.  
By A. J. Woodville, Woodville, Ont.
- 5 Lake Simcoe, Ontario  
By A. J. Woodville, Woodville, Ont.
- 6 Lake Simcoe, Ontario  
By A. J. Woodville, Woodville, Ont.
- 7 The Woodville Falls, Woodville, Ontario  
By A. J. Woodville, Woodville, Ont.
- 8 Bow River, Woodville, Ontario  
By A. J. Woodville, Woodville, Ont.
- 9 Lake Simcoe, Ontario  
By A. J. Woodville, Woodville, Ont.
- 10 Lake Simcoe, Ontario  
By A. J. Woodville, Woodville, Ont.

# TRANSPORTATION



**THE** wheels of transportation—how they have grown, evolved and rolled down the ages before horses set down spinning firewheels, only the rich might ride. But today in Canada a surprise awaited in comfort. Frictionless, dependable street cars—which remove the slowness of city transportation—to the transportation of the masses, the needs of business are served.

It is a source of pride with the Northern Electric Company that by supplying a large proportion of the massive quantity of cable and wire needed, as well as the telephones used in train dispatching, it is helping to maintain the excellent transportation systems of the Dominion.

**Northern Electric**  
COMMERCIAL LIMITED  
A General Electric Works



## INFORMATION

The Northern Electric Company maintains the telephone, radio, television, and other systems for the maintenance of street, city, and country systems, public safety systems, mining systems, power systems, and also maintains telephone, radio, and television systems. Headquarters of electrical supplies and material, located in the province of Ontario.

# NEW CHRYSLER SIX

Business Coupe **\$1005**



## Lowest-priced six ever to bear the Chrysler name

**T**HERE is no reason—*now*—why anybody should be denied the thrill and pride of owning a Chrysler. The new Chrysler Six comes to the public at a price that almost anyone can afford. It is a typical Chrysler creation—the finest, smartest motor car ever to appear in the field of lower-priced cars. You recognize at once all the subtle touches of Chrysler design, the solid substance of Chrysler quality, the precision of Chrysler craftsmanship. Here at an amazingly low price are the great advantages of Chrysler engineering. Here are weatherproof internal-expanding 4-wheel hydraulic brakes; a 62-horsepower high-compression engine mounted on rubber; two-throat piston; low-swing perfectly-balanced chassis; self-adjusting spring shackles and hydraulic shock absorbers; small bore wheels with large balloon tires; and luxurious, roomy, all-steel bodies of Chrysler style and bonanza. Your nearest Chrysler dealer is eager to place a new Chrysler Six at your disposal so that you, too, can discover for yourself its unassailable quality.

CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO



4-Door Sedan, 8-Wheel

**\$1070**

Business Coupe . . . \$1005  
 Sedan . . . \$1015  
 Coupe . . . \$1015  
 Roadster . . . \$1015

E.O. & Factory include  
 standard features (equipment  
 complete and extra cost)

CANADIAN BUILT  
 FOR CANADIANS

1. Swift Wilderness Motorway  
 By Albert Hebert, Prince, B.C.
2. Great Glacier, Mount Cook Park,  
 Jasper National Park  
 By H. W. Brown, Whistler, B.C.
3. Scenic Drive, part of Great Whistler  
 Great Whistler, B.C.
4. Great Bear River, British Columbia  
 By H. W. Brown, Whistler, B.C.

5. Lake Louise and Mount Victoria, Alberta  
 By H. W. Brown, Whistler, B.C.
6. The Gap, Great Whistler, B.C.  
 By H. W. Brown, Whistler, B.C.
7. Mount St. Helens, British Columbia  
 By H. W. Brown, Whistler, B.C.
8. Great Bear River, British Columbia  
 By H. W. Brown, Whistler, B.C.
9. Mount St. Helens, British Columbia  
 By H. W. Brown, Whistler, B.C.







## It cleans the crevices between the teeth!

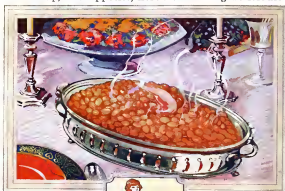
Between the teeth... in the crevices... there's where deep-seated food collects. More surface brushing won't dislodge these impurities. Colgate's finds them out... is active, penetrating from angles into the hard-to-reach places where sluggish pasty dentifrices won't go... dissolving the deposits... washing them away... cleansing the crevices thoroughly, as well as polishing the surfaces brilliantly. Try Colgate's... it is approved by more dentists and by more people, than any other toothpaste made.



*The World's Largest Selling Toothpaste*



"Wake up, Mr. Appetite, here's something delicious!"



WHEN a plate of Clark's Pork and Beans is set on a table, it is a delicious sight to behold. "Wake up, Mr. Appetite, here's something delicious!"

There is something appealing about just the look of those pork beans, with their tender, succulent meat, and their delicious, savory sauce. It's a delicious sight to behold. "Wake up, Mr. Appetite, here's something delicious!"

And when you taste them, ah! — with a delicious flavor — a wonderful blending.

Try us to get  
information on your  
nearest Clark's Pork  
and Beans store.  
We'll tell you where  
to get it.



W. CLARK, Ltd.

Manufactured at  
Portland, Ore.  
By Wm. P. Clark  
and Family, Inc.

# CLARK'S PORK and BEANS



Let the Clark  
Kitchen help you  
for quicker and  
better meals.

"Clark's Kitchen" is  
the name of all  
Clark's Pork and  
Beans stores. It is an  
important part of the  
Clark's Kitchen.



## Wit Wisdom and Whimsicality

**Montage**—Montage is an adventure  
—(Singing to me) —(Singing to me) —(Singing to me)

**Personification**—The man who talks  
to himself is a man who talks to himself.  
—(Singing to me) —(Singing to me) —(Singing to me)

**Personification**—There is an increase of  
pig men living in the area that the  
pig men have now become. —(Singing to me)

**Personification**—The man who talks  
to himself is a man who talks to himself.  
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## Why Risk Typhoid?

20 times more dangerous than lightning!



Twenty lightning flashes and thunder rain, wind and hail are often quickly averted and even the most powerful typhoid germs are not so dangerous. Typhoid fever is almost certain to develop.

But you need never have typhoid fever. It can be the most preventable disease.

By means of three simple, painless inoculations—usually safe and having no side effects—your doctor can make you immune from typhoid fever for two or more years. All typhoid vaccine is tested and approved before it reaches physicians.

Before you start your summer vacation in the country, consult your physician as to the advisability of being inoculated. Many are that typhoid will not claim any more of your family. Metropolitan will find its booklet, "The Conquest of Typhoid Fever." Ask for booklet 6-14-30.



METROPOLITAN LIFE INSURANCE COMPANY  
FRANCIS B. DODGE, President  
MANHATTAN BRANCH OFFICE • 107 W. W. BARRON

































You may know them as a  
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breakfast treat that you  
enjoy every morning. But  
you are still missing some-  
thing if you haven't tried  
Kellogg's Corn Flakes for  
lunch . . . Full of  
**flavor**  
and refreshing crispness  
—they are ideal for the  
mid-day lunch—for any  
meal!

**ENTRANCES** are the world's most popular movie feature—the best, the largest selling of all ready-to-go novels.

Always crisp and fresh.	Eaten easy to digest.
Serve with milk or cream.	Add sugar, fruit as
desired for variety.	

Look for the redemptive package in all groups. Served by hosts, participants, as desired.





In **NEW** De Luxe Models

**The Gillette**  
New De Luxe  
Razor  
\$5.00 to \$75.00

**The Gillette**  
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Blade  
of Potent  
**KRO-MAN**  
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\$2.00 per 10



is the "Big Boy" De Luxe Model at \$730 in either gold-plated or Chromium finish.

They're here too. De Luxe editions of the New Gillette Razor and the New Gillette Blade. Luxury in every detail. Beauty. Dignity. For the man who insists on the most quality in all his personal requisites.

The New Gillette De Luxe Blade of patented KRD-MAN steel combines maximum rust-resistance with ability to take . . . and hold . . . a superlatively keen edge. KRD-MAN steel is exclusively Gillette . . . for safety razor blades. Ten blades with each De Luxe model.

The New Gillette De Luxe Blade fits any Gillette Razor, old style or new. Ten for \$2.66... at all the better shops.

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Razor  
\$5.00 to \$75.00  
●  
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New De Luxe  
Blade  
of Potent

KRO-MAN  
Steel  
\$2.00 per 10  
●



... Blade of pa-  
... machines man-  
... ability to take  
... ively from edge,  
... ively Gillette...  
... Ten blades with

or Blade can say  
 the new. Ten for  
 hops.  
 MONTREAL



NEW BLADES of KROMANITE



















# This New Fountain Pen Desk Set Holds a Pencil, Too

## Both Convertible for Pocket and Desk

### Pen Guaranteed for Life

Here is the newest and loveliest gift of all—for blushing bride or clear-eyed graduate—for birthdays, young and old, or anniversary.

Parker Fountain Pens and Pencils—in breath-taking beauty of colour—now come in combination sets for desk or pocket, for the first time.

And both pen and pencil—also for the first time—are convertible for instant Pocket or Desk Set use by merely changing pocket caps with clips for tapered tip, or reverse.

### Like 2 Gifts for the Price of One

When you get the desk base—either now or later—you get included, the graceful tapered ends you need for desk use. You also get the gold-trimmed pocket caps with clip for pocket use. Thus you get *double duty* from the pen that is Guaranteed for Life.

### Pressureless Writing— 17.4% Extra Ink Capacity

The Duofold Pen writes with Parker Pressureless Touch the instant the point feels paper. Its Non-breakable barrel has been dropped from 'planes above the clouds, without damage. Each Parker streamlined pen has 17.4% greater ink capacity than average, size for size. It feels at home in the hand, poised easily for swiftest writing with lightest touch. In the pocket it sets inconspicuously low, without bulge.

Add to these exclusive features Parker's Guarantee for Life and there is no doubt left, which pen to select.

Parker streamlined Pens and Pencils come singly or in matched pairs—with or without Desk Bases. In jewel-like colours: jade green, lacquer red, jet black-and-gold... and in the de luxe black-and-pearl, latest and newest combination.

Select your gift from the wide range at any fountain pen counter. Look for the imprint "Geo. S. Parker—DUOFOLD" on the pen barrel—your Guarantee for Life. Pens \$5 to \$10. Pencils to match \$3.25 to \$5. Duette Sets \$8.25 to \$15. Desk Bases \$6.75 to \$250.

THE PARKER FOUNTAIN PEN COMPANY  
Toronto, J., Ontario



JUNE GIFTS—Graduation—Birthdays—Weddings—Anniversaries



From a  
Pocket Duofold  
To a Desk Duofold  
... in 12 seconds  
The same pen for office  
and the pen for pocket.  
... and always  
... from your pocket.



1 To change your pocket  
Parker to a Desk Parker



2 Remove the pocket cap  
with clip...



3 Retract the tapered  
tip (use with desk base)



4 Use the same point  
pencil at desk, as well

Parker  
Duofold Pencils are  
now convertible, too

## Something NEW

"Vest-Parker" Pens—Guaranteed for Life  
—and Pencils to Match

Midjet Parker Duofolds—convertible for use in pocket or Desk Set. Caddy comfortably in your hand when writing, snugly unobtrusively in pocket like a key. Both together weigh less than an ounce! In Duofold colours \$7.50 for the set. Or singly: the pen \$5, the pencil \$2.50. In black-and-pearl, the pen, \$6 and \$3 for the pencil.



# Parker Duofold

Duofold Senior black-and-pearl convertible  
pen and pencil with polished caps, \$17.  
With Junior Duofold Pen and Pencil, \$15.50.



Use Parker Duofold Ink and Parker  
Duofold Leads in your pen or pencil  
to get the best results

PEN GUARANTEED FOR LIFE

\$5 \$7 \$10